INTERNATIONAL TRADE CENTRE

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

GENERAL AGREEMENT ON TARIFFS AND TRADE

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ITC/AG/5
6 March 1969

Joint Advisory Group on the International Trade Centre UNCTAD/GATT

Original: English

Ref.:

THE WORK PROGRAMME OF THE INTERNATIONAL TRADE CENTRE UNCTAD/GATT AND ITS BUDGETARY REQUIREMENTS FOR 1970 and 1971

GE.69-4894

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INTRODUCTION

1. The joint UNCTAD/GATT International Trade Centre was established in pursuance of General Assembly Resolution 2297 (XXII) of 12 December 1967 and the Decision of the CONTRACTING PARTIES to the General Agreement on Tariffs and Trade dated 22 November 1967. The aim of the Centre is to assist the developing countries in the promotion of their export trade by:

(a) providing them with information on export markets and marketing;

(b) assisting them to develop their export promotion and marketing organizations and services; and

(c) helping them to train the specialized personnel required for these services.

2. The Centre's assistance to the developing countries is at present channelled through four main services: Market Information Service, Publications Service, Training Programme, and Trade Promotion Advisory Service.

3. The Centre's work programme and activities are determined by the governing bodies of UNCTAD and GATT on the basis of recommendations made annually by a joint intergovernmental Advisory Group of Experts on Trade Promotion drawn from member States. Since the Centre has been established for the purpose of responding to requests from the developing countries for assistance in the field of export promotion, its work programme has to be flexible. The recommendations of the Advisory Group provide a basic work programme as well as general criteria which would be a guide to the Centre in developing its basic work programme, taking into account the requests for assistance.

4. Over and above this assured minimum programme, the Centre relies on voluntary, extra-budgetary contributions from developed countries to finance a number of operational activities for the developing countries that are consistent with the aims and objectives of the Centre. It is estimated that these voluntary contributions in 1970 and 1971 will be approximately equivalent to the budgetary provision; in 1969, for example, they will amount to about $1 million. This will have the effect of increasing substantially the work programme of the Centre. On account of a number of factors beyond the control of the Centre, it has not been possible to finalize with the donor countries all details of projects to be financed in 1970 from voluntary contributions. Wherever possible, this report will indicate projects in respect of which definite arrangements have been concluded or are about to be concluded.

5. Furthermore, there would be a number of country, regional and inter-regional assistance projects that would be financed from the United Nations Development Programme. Here again, because of the programming procedures of the UNDP, it is not possible to foresee with any degree of certainty what new projects will be financed by the UNDP in 1970 and 1971. However, on the basis of an assessment of costs of current technical assistance country projects financed by UNDP and estimates of projects under submission to the UNDP, it can be envisaged that in 1970, the UNDP will be financing export promotion projects totalling about $1 million.

6. All these projects, whether financed from voluntary contributions or UNDP, are programmed and supervised and/or operated by the base staff of the Centre provided for in the regular budget of the Centre.

Long-term plans and priorities

7. The description of activities of the various divisions of the Centre that will be given in later sections of this report will not include separate long-term plans for each of them. It is expected that the activities of these divisions, by and large, will continue from 1968 through 1971 on the same lines as at present, although there would be a gradual expansion in the number of projects in response to demands from developing countries. It should be noted in this connexion that the data and planning estimates in this paper relative to 1971 are indicative of overall targets and are liable to amendment when a definitive programme is formulated.

8. It is envisaged that there will be progressive changes over the coming three years in the overall orientation of the Centre as a whole to enable it to meet in a more effective way than at present the requests for assistance from developing countries. These changes will have a bearing on the interrelationships between the four main divisions of the Centre as well as on the management of the Centre.

9. First there will be a shift from the provision of information on markets and marketing and promotional techniques to the provision of assistance in the building up of national export promotion organizations and services in developing countries and, in certain cases, joint promotional bodies between groups of developing countries with like interests. Since the development of such services will require specially trained personnel in the developing countries, there will be need for strengthening, and perhaps re-orienting in some instances, the training activities of the Centre. Thus greater attention will be given in 1970 and 1971 to the effective operation of the Trade Promotion Advisory Service and the Training Programme.

10. Secondly, the concept of package assistance to certain countries will be pursued. The first joint UNCTAD/GATT Advisory Group on the International Trade Centre noted that provision of assistance in isolated aspects of export promotion may not be of substantial value to certain developing countries

on account of the very wide range and complexity of the problems that these countries face in their efforts to expand exports. There was a consensus of opinion that the success of assistance to many developing countries in the field of export promotion would depend on the Centre's ability to provide package assistance, which would involve the provision of simultaneous aid for the building up of national promotion and marketing services, for the training of personnel and for the identification and exploitation of market opportunities abroad.

11. The 1970 work programme, therefore, will not contain new proposals for expanding the activities of the Market Information Service and the Publications Programme beyond the 1969 level. Any staff changes proposed for 1970 in respect of these two services will be solely for the purpose of remedying organisational deficiencies that have become apparent and for which adequate provision has not been made in the 1969 budget. As regards the 1971 programme of these two services, this will largely depend on how the concept of package assistance takes shape in 1969, and what effects it will have on the volume of demands inter alia for market research and technical handbooks.

12. The same overall considerations apply to the question of priorities between different types of projects. Projects under the Trade Promotion Advisory Service and Training Programme will receive higher priority in the 1970 and 1971 programmes of the Centre. It is not possible to denote priorities in advance as between individual projects for the type of operations dealt with by the Centre. Furthermore, priorities are determined, to some extent, by the speed with which requesting countries provide the basic data and information needed to process and evaluate requests.

13. Another factor which must be taken into account in regard to the development of the Centre's work programme over the long term is the necessity for effective collaboration with international agencies participating in the United Nations Export Promotion Programme. While each agency has responsibilities within its respective fields of competence, there are certain aspects of export promotion where co-ordination between the agencies concerned would be desirable. It is envisaged that, inter alia, there will be increasing possibilities for projects to be operated jointly with other agencies and for progressive decentralisation of certain functions in the direction of the regional economic commissions with the necessary support from the Centre. While this trend would enable the Centre to utilize in certain projects expertise available in agencies associated with the United Nations Export Promotion Programme, it could also have the effect of increasing the demands on the services in which the Centre specializes. This has already been demonstrated in certain joint projects that the Centre has operated with UNIDO, FAO and ILO. As in previous years, the Centre continues to rely on the collaboration of its National Liaison Agencies in both developed and developing countries for support for many of its activities. During 1968 and 1969 special efforts have been made to build up the Centre's liaison network in Eastern European countries and in certain developing countries with whom the Centre had no working arrangements previously.

Authority for projects

14. Authority for Trade Centre projects is derived from the recommendations of the joint UNCTAD/GATT Advisory Group of Experts on Trade Promotion as finally approved by the governing bodies of UNCTAD and GATT. Special authority for each individual project is not feasible for operations that are undertaken in response to country requests. Hence no specific authority is mentioned against each project.

Evaluation

15. The first meeting of the joint UNCTAD/GATT Advisory Group held in May 1968 discussed the question of evaluation. There was general agreement that an evaluation of the Centre's services would be useful in determining the scope and orientation of future programmes. This matter has since been pursued by the Centre, and a note to facilitate discussion in the Advisory Group will be circulated.

I. EXECUTIVE DIRECTION AND MANAGEMENT

Office of the Director

DEFINITION OF PROGRAMME, BASIC AIMS AND OBJECTIVES

The execution of the Centre's work programme on the basis of the guidelines approved by the governing bodies is the responsibility of the Director of the Centre who is appointed in agreement between the Secretary-General of UNCTAD and the Director-General of GATT. In the discharge of his duties the Director acts under the joint guidance of the Secretary-General of UNCTAD and the Director-General of GATT in regard to policy questions and new projects to be put into operation within the overall framework of the Centre's services.

The main functions of the Office of the Director are:

- the formulation of programmes;
- supervision and co-ordination of the four main services of the Centre;
- internal evaluation of programmes and projects;
- maintaining liaison with the Centre's National Liaison Agencies in both developed and developing countries;
- reports to the Secretary-General of UNCTAD and the Director-General of GATT on policy questions and new projects;
- liaison with international agencies participating in the UN Export Promotion Programme as well as other international bodies who have sought collaboration with the Centre in export promotion activities;
- negotiation of unilateral contributions by developed countries to support certain projects of the Centre for which budgetary provision is not available;
- preparation of reports to the Advisory Group of Experts and to the governing bodies of UNCTAD and GATT.

The Office of the Director also performs certain administrative functions. While the administrative and financial servicing of the Centre is, by agreement between UNCTAD and GATT, the operational responsibility of the administrative and financial services of the GATT, the Office of the Director still has to deal with such matters as: determining the staff needs of programmes and projects; disposition and transfer of staff from one project to another; establishment of job descriptions; assessments of candidates for posts in the Centre, as well as for advisory missions abroad; periodic reports on staff; arrangements regarding secondment of staff to the Centre from national agencies; documents control; Centre Registry; and a number of other routine matters such as approval of travel, overtime, leave, special purchases, etc.

In order that the Office of the Director may be able to exercise a closer supervision over all the operations of the Centre, including internal evaluation of projects, provision has been made for the progressive strengthening of the Office of the Director in 1970 and 1971. Should the need arise to provide further support to the Office of the Director at an earlier date, the executive heads of UNCTAD and GATT will make internal arrangements within the budgetary provisions made.

BUDGETARY REQUIREMENTS (Office of the Director)

	1969 revised estimates US$	1970 estimates US$	1971 planning estimates US$
Established posts, including common staff costs and travel on home leave	95,400	137,700	172,600
Temporary staff, including consultants and temporary assistance	1,000	13,000	18,000
Travel of staff	5,000	5,000	5,000
Printing	-	-	-
Other expenses	-	-	-
Total	101,400	155,700	195,600

STAFFING PROVISIONS (Office of the Director)

	CATEGORY AND LEVEL							
	Professionals and above							General Service
	D.2	D.1	P.5	P.4	P.3	P.2/1	Total	
1969 Budget	1	1	-	1	-	1	4	7
1970 Request	1	1	1	-	1	-	4	8
1971 Projection	1	1	1	1	1	-	5	9

II. ACTIVITIES OF THE CENTRE

A. MAIN FIELDS OF ACTIVITY

Market Information Service

DEFINITION OF PROGRAMME, BASIC AIMS AND OBJECTIVES

The Market Information Service provides trade and market data in response to enquiries from individual developing countries concerning products and markets of interest to them. The market reports prepared by the Centre deal with items ranging from primary commodities to processed products and manufactured goods and they cover such facets as: assessment of market potential in importing countries; impact of commercial policy measures on trade; health regulations and other administrative rules affecting trade; marketing channels; marketing and promotional techniques; price trends; distribution costs, etc.

The market research work carried out by this service is different from the research on trade matters undertaken by most other organizations. It aims at providing exporters in developing countries with marketing information and trade data that is of immediate and practical utility to them in initiating commercial contacts in foreign markets with a full knowledge of the special requirements of each of these markets.

This type of marketing information is generally not available in published form, and can be collected in most cases only through on-the-spot investigations and extensive interviews with traders, manufacturers, consumers and trade associations in the target markets. Such field research requires substantial staff resources and travel funds.

DESCRIPTION OF PROJECTS

The projects under the Market Information Service can be grouped into four main categories:

1. Major market surveys on selected products

Major market surveys are undertaken on certain products that are of wide interest for the present or potential export trade of a number of developing countries. Such surveys are usually distributed in printed form.

The Centre's major product surveys have been limited for budgetary reasons generally to Western European markets even though there has been interest in other markets such as Eastern Europe, North America and Japan. It is necessary to extend the coverage of these surveys to non-Western European markets which offer more promising prospects for certain products exported by developing countries.

The service aims at completing five such major surveys each year.

2. Market surveys undertaken in response to requests by developing countries

The Trade Centre receives a continuous flow of requests for medium-size market reports to full-scale market surveys on a wide variety of products from official trade promotion agencies, government-sponsored organizations and trade associations, and private firms. Requests from private firms are no longer dealt with by the Centre. Priority is given to requests from official agencies, government-sponsored organs, and trade associations, in that order.

While it is not possible to estimate with any degree of precision country requests that will be received in any year, the Market Information Service aims at providing forty such surveys each year from its budgetary resources. Demands in excess of this figure will have to be met through extra-budgetary financial arrangements.

3. Information on particular aspects of marketing and other related subjects

Enquiries are received on particular aspects of the marketing of specific products, such as: selection of the most promising markets; description of import trade channels; analysis of consumption patterns; information on transport questions, etc. On an average, it is estimated that the Centre will be required to provide answers to about 100 such requests each year.

4. Joint action in product promotion

Successive meetings of the Advisory Group of Experts on the International Trade Centre have recognized the importance of active trade promotional measures for stimulating consumer demand through joint action by countries having a substantial export interest in a product. Their recommendation that the Trade Centre should explore the feasibility of joint promotional action in specific product fields will be pursued in the 1969 programme of the Market Information Service. In pursuit of this objective, the Trade Centre, in consultation with other interested international organizations, aims at assisting groups of developing countries to come together and formulate plans for joint promotional action, while the countries themselves would be responsible for the operation of such joint projects. This activity is likely to assume greater importance in the Centre's 1970 and 1971 programmes.

As a preliminary to further action in this field, the Trade Centre has under preparation a study on "Multi-national Action for Product Promotion" which is due to be completed shortly. This study will attempt inter alia to:

(a) Establish the rationale for concerted action on the part of developing countries in the relatively new and specialised field of multi-national product promotion, having in mind the special trade needs and problems of the developing countries on the one hand, and the exigencies of the contemporary marketing process on the other.

(b) Study the tools and techniques of joint promotion and organisational and operational methods and machinery for joint promotion schemes.

(c) Study the evolution of various joint and generic promotional schemes which presently exist both within the framework of international commodity arrangements and intergovernmental agreements, as well as under less formal multi-national arrangements.

The conclusions that emerge from this study will be applied in the first instance to certain products that have been the subject of market studies already completed by the Centre, where the market research has indicated a need for joint promotional measures. It is envisaged that in 1969 and 1970 the Centre will devote special attention to tropical timber products, shrimp and allied marine products, groundnut products and natural rubber. The Centre has in mind that its work in respect of tropical timber and selected marine products will be carried out in collaboration with FAO, in respect of natural rubber it will be in collaboration with the ECAFE and the Natural Rubber Producers Association which is expected to be established soon; while the activities in regard to groundnut products are in response to a request from the African Groundnuts Council.

In addition, since many developing countries have a substantial export interest in cotton and wool, the Centre will maintain close liaison with the International Institute for Cotton and the International Wool Secretariat with a view to exploring the usefulness of these organs to a number of developing countries, who are not at present members of these two product promotion councils.

5. Other activities

The senior professional staff of the Market Information Service also act as lecturers in training courses and seminars; provide material for the Trade Centre's publications; and participate in meetings of international bodies concerned with certain products in which the Market Information Service has a continuing interest.

The Market Research staff of the Centre are organized in five groups, four of which deal with market research; each group tends to specialize in certain products that are of significant importance for the future export trade of a large number of developing countries. The fifth group is concerned mainly with joint product promotion activities.

6. Long-term plans

The outline of the work programme envisaged for the Market Information Service in 1970 and 1971 is given in the following pages, but of necessity this programme will be subject to adjustments in the light of new requests made by countries. In formulating plans for 1970, a limited provision has also been made for market surveys that will arise from trade promotion advisory missions; but, as mentioned earlier, the implications of such package assistance can be better assessed only during the course of 1969.

As a result of this provision in the 1970 programme, it has been necessary to reduce the number of major published market surveys in 1970, since it is not proposed to increase the total number of staff employed in the Market Information Service. Given the Centre's limited manpower resources, if the demands for market surveys resulting from package assistance programmes to countries increase progressively, there will be a continuous trend to reduce the number of major published market surveys on products that are of interest to a large number of developing countries. This trend could be avoided only if budgetary provision were made for additional staff for the Market Information Service.

Provided adequate provision for travel is made in the budget, the Centre will continue its present efforts to extend the geographical coverage of its market surveys to developed markets outside Western Europe (Eastern Europe, North America, South Africa, Australasia and Japan), and also to markets in developing countries. It is envisaged that co-operation with the Regional Economic Commissions will be developed in the field of market research so that a country's request for studies on intra-regional markets could be carried out by the Economic Commission of the region concerned with some assistance from the Centre.

WORK PROGRAMME

1. Major projects included in the work programme and budget for 1968 and 1969 which have been completed in 1968

Title	Authority	Remarks
Major markets for fresh fruit and vegetables in Western Europe		Continuing project from 1967. Published in three languages in early 1969
Major markets for hides, skins and leather, in Western Europe		Continuing project from 1967. Published in three languages in early 1969
Major markets for unmanufactured tobacco		Published in three languages in early 1969
The markets for manioc as a raw material for compound animal feedingstuffs in the Federal Republic of Germany, the Netherlands and Belgium		Published in three languages in 1968
Cashew Marketing		Published in three languages in 1968

2. Major projects included in the work programme and budget for 1968-1969 which have been discontinued, dropped or postponed

Title	Authority	Remarks
Markets for selected games, sporting and travel goods		Dropped from the 1969 work programme in view of (1) cuts in the budget allocation for 1969 (2) substantial increase in the number and scope of specific market surveys requested by individual developing countries

3. Current projects in the work programme and budget for 1968, 1969, 1970 and 1971

Project title	Professional man-months required			
	1968	1969	1970	1971
A. Projects to be financed from regular budget				
- Market and marketing potentialities for selected Brazilian manufactures in developing countries of Africa, Asia and the Middle East, and in South Africa (with a financial contribution from the Government of Brazil) (Specific market survey)	17	15		
- The market for table wine in Western Europe (Specific market survey)	13	4		
- Marketing possibilities and prospects for soluble coffee, in twenty European countries (Specific market survey)	4	10		
- Selected markets for frozen food, and marketing possibilities for processed food (Specific market survey)	5	12		
- Market survey for selected Household equipment	1	6		
- Selected world markets for spices		7		
- Selected markets for plastic and wooden toys			17	
- Selected markets for rubber and plastic footwear			10	
- Selected markets for handicrafted precious metals			7	
- Selected markets for processed vegetable or animal products			10	
- Undetermined major sectorial market surveys				24

Project title	Professional man-months required			
	1968	1969	1970	1971
- Specific market surveys, whether directly requested by countries or undertaken as a follow-up of Trade Promotion Advisory Missions	38	78	119	151
- Information on particular market features	3	31	24	24
- Special activities	5	5	5	5
- Product promotion activities	6	12	12	12
- Projects which have been completed in 1968 (See table 1, page 13	28			
B. Projects to be financed from voluntary contributions				
- Selected markets for Afghan hand made carpets	3	3		
- Selected markets for Oriental carpets and rugs	7	6		
- Indian engineering products survey	4	11		
- Market survey for selected fresh tropical fruit and vegetables		12		
- Markets for leather products		20		
- Study of the Nordic markets for selected products imported from developing countries		6	18	
- Selected markets for Latin American Forest Industries Products		3	10	
- Market survey of selected hand made textile articles for home decoration			12	
- Market survey of articles of handcrafted semi-precious stones			12	

Project title		Professional man-months required			
		1968	1969	1970	1971
C. Projects to be financed from UNDP					
- Proposed survey on the world markets for table olives			44		
Total man-months (years)		134 (11)	285 (24)	256[1] (21)	216[1] (18)
Total years of general service staff		11	17	12	11
Regular budget	P and above	7	10	12	13
	GS	9	11	9	11
Unilateral[2]	P and above	4	10	9	5
	GS	2	4	3	-
UNDP[3]	P and above	-	4	-	-
	GS	-	2	-	-

1/ These aggregates are not likely to be lower than the figure for 1969 when projects financed from UNDP and unilateral contributions are finalized.

2/ It is expected that unilateral contributions will be forthcoming in 1970 and 1971 at least at the 1969 level for projects not yet defined.

3/ It is expected that UNDP financing will be sought for 1970 and 1971 at least at the 1969 level for projects not yet defined.

BUDGETARY REQUIREMENTS (Market Information Service)

	1969 revised estimates US$	1970 estimates US$	1971 planning estimates US$
Established posts, including common staff costs and travel on home leave	184,200	236,100	268,000
Temporary staff, including consultants and temporary assistance	1,000	7,500	7,500
Travel of staff	39,800	42,000	48,000
Printing	19,300	19,100	19,900
Other expenses	2,700	2,500	2,500
Total	247,000	307,200	345,900

STAFFING PROVISIONS (Market Information Service)

	CATEGORY AND LEVEL							
	Professionals and above							General Service
	D.2	D.1	P.5	P.4	P.3	P.2/1	Total	
1969 Budget	-	-	-	4	3	3	10	11
1970 Request	-	-	-	5	2	5	12	9
1971 Projection	-	-	1	4	3	5	13	11

Publications Service

DEFINITION OF PROGRAMME, BASIC AIMS AND OBJECTIVES

Under the publications programme, a considerable amount of research is carried out on matters relevant to export marketing methods and techniques, ancillary export services, governmental export promotion measures, etc. Through its publications the Centre makes available the results of this research both to public and private institutions in developing countries that are involved in various activities connected with the promotion of exports. It is the object of the Publications Service to publicize as widely as possible in the developing countries marketing and promotional methods and techniques that could make a contribution to the efforts of the developing countries to expand their exports.

The Centre's quarterly journal the International Trade FORUM and its intermediate quarterly Supplement are produced in separate English, French and Spanish editions. These regular publications aim at creating and fostering interest in exporting in developing countries by making known export opportunities and by drawing attention to the means for exploiting them.

The Centre's publications programme includes a series of trade promotion handbooks aimed at making known sources of trade information, and trade promotion techniques. They can be broadly divided into two categories: firstly, technical handbooks, and secondly, directories and bibliographies. The technical handbooks each involve, on an average, twelve man-months of research (they require, in addition to desk work and correspondence, on-the-spot enquiries in both developed and developing countries involving substantial travel expenditure) while the directories and bibliographies each take about six man-months. Besides the cost of research on a handbook, there are production costs which include expenditure on copy editing, typing, translation, printing and distribution.

The regular budget of the Centre contains staff and financial provisions that are adequate for research on only one technical handbook and two bibliographies and for covering the production costs of four technical handbooks and two bibliographies. The Centre's handbooks programme is able to produce more because of support from unilateral contributions.

There is a progressive orientation towards field study in the writing of technical handbooks, the aim being first to study the promotional problems of developing countries on the ground, and then to observe what measures employed in developed countries might be useful in solving them. This practice insures that the handbooks will be about real problems and will point to appropriate solutions.

WORK PROGRAMME

1. Projects completed in 1968

FORUM and Supplement - three issues of the FORUM and four issues of the Supplement, with an average circulation of 25,000 copies have been brought out in 1968. In terms of the approved programme there should have been four issues of the FORUM, but this was not possible on account of inadequate facilities in 1968 for translation into the three languages in which the FORUM is published.

Technical handbooks

(a) Financed from Trade Centre budget

- Compilation of Basic Information on Export Markets - a Guide for Developing Countries
- Foreign Trade Enterprises in Yugoslavia
- Foreign Trade Enterprises in Eastern Europe

(b) Financed by Dag Hammarskiöld Foundation

- Lectures in Export Promotion

2. Continuing projects 1969-1970

Technical handbooks

(a) Financed from the Trade Centre budget

- Multinational Action for Product Promotion (1969)
- Organization and Management of Joint Export Marketing - Guidelines for Developing Countries (1970)

(b) Financed jointly from the Trade Centre budget and unilateral contributions

- The Rôle of the Freight Forwarder in Developing Countries (1969)
- Organization of Trade Missions - A Guide for Developing Countries (1969)
- Export Promotion by Private Sector Organizations (1969)

(c) Financed entirely from unilateral contributions (SIDA)

- Official Commercial Representation Abroad - Manual for Developing Countries (1969)
- Product Design for Export Markets (1969)
- Packaging for Export Markets (1969)
- Export Promotion Systems - A Functional Analysis (1969)
- Standardization and Quality Control for Export (1970)
- Trade Fairs and Exhibitions Guide (1970)

Bibliographies and directories

(a) Financed jointly from the Trade Centre budget and unilateral contributions (SIDA)

- A Bibliography of International Marketing (1970)
- A Directory of Trade and Industrial Journals and Magazines (1970)

- A Directory of Training Facilities in Export Promotion and Export Marketing (1970)
- A Directory of Trade, Industry and Product Promotion Associations (1970)

(b) Financed entirely from unilateral contributions (SIDA)

- Annotated Bibliography of Market Survey by Products and Countries (Revised Edition) (1969)
- Information on Foreign Trade Regulations - A Guide to Sources (1969)

The selection of the above-mentioned subjects for handbooks and directories has been based on the recommendations of past Advisory Groups.

3. 1971 Programme

In estimating the budgetary requirements below, it has been assumed that the 1969 level of national secondment will be maintained through 1971.

It is assumed that in 1971, as in 1969/70, the combination of budgetary resources with unilateral contributions will enable the Centre to publish four technical handbooks and two bibliographies or directories. The subjects for these handbooks and directories should be determined on the basis of recommendations by the Advisory Group at its forthcoming meeting. For the information of the Advisory Group it may be mentioned that the following three titles were discussed by earlier Advisory Groups and some preliminary collection of data has been commenced:

- A Guide to Marketing in Countries with Centrally Planned Economies
- Manual for Export Promotion Training
- Governmental Export Publicity - Guidelines for Developing Countries

The Advisory Group may also wish to consider the following subjects:

- Simplification of Export/Import Procedures and Documents
- Export Marketing Organizations for the Single Firm
- Organization of Commercial Information Centres

BUDGETARY REQUIREMENTS (Publications Service)

	1969 revised estimates US$	1970 estimates US$	1971 planning estimates US$
Established posts, including common staff costs and travel on home leave	97,400	128,000	156,100
Temporary staff, including consultants and temporary assistance	8,000	1,500	2,000
Travel of staff	5,000	6,000	6,000
Printing	70,200	74,500	77,100
Other expenses	13,800	10,500	10,500
Total	194,400	220,500	251,700

STAFFING PROVISIONS (Publications Service)

	CATEGORY AND LEVEL							
	Professionals and above							General Service
	D.2	D.1	P.5	P.4	P.3	P.2/1	Total	
1969 Budget	-	-	1	1	2	1	5	6
1970 Request	-	-	1	1	2	2	6	6
1971 Projection	-	-	1	1	3	3	8	6

Training Programme

DEFINITION OF PROGRAMME, BASIC AIMS AND OBJECTIVES

The Centre Training Programme offers to appropriate personnel of developing countries facilities to improve their knowledge and skills in export promotion and marketing through participation in formal courses, seminars, trade study tours, and in-service training both in the Centre and in institutions in the developed countries. These facilities are provided in co-operation with developed country governments, foundations and export promotion councils, as well as directly by the Centre.

The staff of the Centre's Training Programme is geared mainly to organizing and conducting the training courses, formulating the curricula for courses, screening candidates, etc., while the resources to meet the costs of the courses and the fellowship expenses are provided through voluntary contributions from developed countries or through UNDP.

In formulating the programme for 1969, the Advisory Group agreed that, broadly speaking, training courses and seminars need to be directed to three types of export promotion personnel:

(a) Officials at the policy and decision-making levels who influence the developments of national export promotion policies, programmes and services. In some developing countries this group consists entirely of government officials, while in others it includes central banks, para-statal organizations, government-sponsored institutions and private sector trade associations.

(b) Middle-grade government officials, government representatives stationed abroad (e.g. trade commissioners and commercial attachés) and executives of official and semi-official trade promotion organizations (e.g. industry export councils and marketing boards).

(c) Export executives in private trading companies and State-trading organizations.

As will be seen from the list of training projects undertaken in 1968 the Centre has already been endeavouring to diversify its training programme in order to meet these needs. In 1969 further efforts will be made in the same direction.

During the course of its operations in 1968 there have been demands for a new type of training course that was not envisaged at the time the Advisory Group considered the 1969 programme. A number of countries who are reorganizing their export promotion services at the government level or who have begun to organize new specialized services have requested that the Centre should provide training courses for homogeneous groups of officials from one country alone, in order that the training may be directed to the specific needs of the country. Plans are under way for providing in 1969 three such courses to three countries.

Each of these courses is made up of three parts: (a) Preparatory work within the requesting country itself for three months during which the participants make a detailed survey of the production and export capability of certain products selected for their present or potential importance in the country's foreign trade. They establish contacts with exporting firms and trade associations as well as government departments having responsibilities in the field of trade. The working brief for this first stage is provided by the Centre. (b) This is followed by a period of formal instruction in Geneva and research in selected European markets lasting approximately twelve weeks, and covering organization for export promotion both at home and abroad, export marketing research and trade promotion techniques. (c) During this period of the course, three weeks are devoted to practical field marketing research under Centre supervision for the product/product groups under survey.

WORK PROGRAMME

1. Projects completed in 1968

SPONSOR	PROGRAMME	No. of PARTICIPANTS	DURATION (weeks)	FINANCED
A. Projects financed from the Trade Centre budget				
1. ITC (February)	Seminar on Trade Promotion, supplement to GATT Commercial Policy Course	20	2	ITC
2. ITC (March)	Seminar for Trade Commissioners (developing countries based in Europe)	22	3	ITC
3. ITC (October)	Seminar on Trade Promotion, supplement to GATT Commercial Policy Course	12	2	ITC
B. Projects financed by developed countries and administered solely by ITC or in co-operation with donors				
4. ITC/Organization of American States (OAS) (February-March)	Trade Study Tour (Latin American trade officials and export executives)	9	9	OAS (Inter-continental Travel) Norway, Sweden, Nether-lands, Italy (Stipend and inland travel)
5. ITC/Dag Hammarskjöld Foundation (DHF) (July-October)	Training Course Trade Promotion (African trade personnel)	24	12	DHF

SPONSOR	PROGRAMME	No. of PARTICIPANTS	DURATION (weeks)	FINANCED
B. Projects financed by developed countries and administered solely by ITC or in co-operation with donors (cont'd)				
6. Deutsche Stiftung für Entwicklungsländer (DSE) (October)	Seminar Export Marketing for Developing Countries (Europe-based trade attachés)	14	1½	DSE
7. ITC/Swedish International Development Authority (SIDA) (November)	Seminar Commodity Marketing (developing country Trade Commissioners)	20	2	SIDA
8. Danish Board of Technical Co-operation (DBTC) (December)	Seminar Trade Promotion (Europe-based developing country trade representatives)	28	2	DBTC
C. Projects financed and administered by donors in developed countries				
9. U.K. Board of Trade (April-June)	Training Course Trade Promotion (trade officials)	20 (10 Centre-nominated)	12	U.K. Ministry of Overseas Development
10. Government of Japan Tokyo (June-July)	Training Course Trade Promotion (senior officials)	15 (3 Centre-nominated)	16	Government of Japan
11. Government of Finland (September-December)	Fellowships Export Promotion (Tanzanian and Zambian trade officials)	2	12	Government of Finland

SPONSOR	PROGRAMME	No. of PARTICIPANTS	DURATION (weeks)	FINANCED
C. Projects financed and administered by donors in developed countries (cont'd)				
12. U.K. Board of Trade (September-December)	Training Course Trade Promotion (trade officials)	20 (10 Centre-nominated)	12	U.K. Ministry of Overseas Development
13. Italian Institute for Industrial Reconstruction (IRI) plus Italian Foreign Commerce Institute (ICE) (October-May)	Training Course Export Banking (Latin American officials)	6	28	IRI
14. Government of New Zealand (October-November)	Training Course In-Service Training in Agricultural Marketing Boards	2	5	Government of New Zealand
D. Projects financed by UNDP and administered co-operatively by ITC and other agencies				
15. ITC/ILO Turin Centre (April-June)	Training Course Management of Export Marketing (public and private sector)	24	12	UNDP
16. ITC/ILO Turin Centre (May-July)	Training Course Export Marketing for Brazil (trade officials)	25	12	UNDP and Government of Brazil
17. ITC/UNIDO Zagreb (October)	Training Course Development of Industrial Exports (senior officials)	19	1½	UNDP
		TOTAL 230		

2. Projects in 1968-69 dropped or postponed

Nil.

3. Current projects for 1969

(Note: final decisions regarding the financing of some of these projects have not yet been communicated to the Centre.)

	SPONSOR	PROGRAMME	No. of PARTICIPANTS	DURATION (weeks)	FINANCED
A.	Projects to be financed from the Trade Centre budget				
1.	ITC/ILO Geneva section only (February)	Seminar on market research within "Management of Export Marketing" ILO Turin (public and private sector trade personnel)	12	1	Services of Centre lecturers
2.	ITC Geneva (May)	Seminar on Trade Promotion Supplement to GATT Commercial Policy Course	17	2	Services of Centre lecturers
3.	ECAFE Teheran (October)	Seminar Second Asian Trade Fair - Export Marketing			Services of Centre lecturers
4.	ITC Geneva (November)	Seminar on Trade Promotion Supplement to GATT Commercial Policy Course	17	2	Services of Centre lecturers
B.	Projects to be financed by developed countries and administered solely by ITC or in co-operation with donors				
5.	ITC/Swedish International Development Authority (SIDA) Dar Es Salaam (May)	Seminar Export Techniques (Tanzanian exporters)	15	1	SIDA
6.	ITC/Danish Board of Technical Co-operation (DBTC) Copenhagen (June)	Symposium Trade Promotion (senior level officials)	20	2	Danish contribution to UNDP

	SPONSOR	PROGRAMMES	No. of PARTICIPANTS	DURATION (weeks)	FINANCED
B.	Projects to be financed by developed countries and administered solely by ITC or in co-operation with donors (cont'd)				
7.	ITC/Danish Board of Technical Co-operation (DBTC) Geneva (July-October)	Training Course Trade Promotion (for Ceylonese Trade Service)	24	12	DBTC
8.	ITC/Swedish International Development Authority (SIDA) Geneva (July-October)	Training Course Trade Promotion (for East African sub-region officials)	24	12	SIDA
9.	Danish Board of Technical Co-operation (DBTC/ITC) Copenhagen (August-October)	Training Course Trade Promotion (middle-level trade officials)	20	10	Danish contribution to UNDP
10.	ITC/Swedish International Development Authority (SIDA) Tunis (August)	Training Course Export Promotion (for public and private sector trade officials and service officers)	20	6	SIDA
11.	ECA/ITC/Swedish International Development Authority (SIDA) Addis Ababa (October)	Seminar Trade Promotion (for decision-making trade and planning officials)	30	2	SIDA
12.	ITC/Swedish International Development Authority (SIDA) Sweden (October)	Seminar Conduct of Trade Fairs and Missions (public and private sector)	20	2	SIDA
13.	ITC/Swedish International Developement Authority (SIDA) Caribbean (February 1970)	Training Course Trade Promotion (trade officials of Jamaica and/or other Caribbean countries)	20	6	SIDA
14.	ITC/Swedish International Development Authority (SIDA) Geneva (March 1970)	Seminar Trade Promotion Techniques, Export Costing (Europe-based attachés)	20	2	SIDA

	SPONSOR	PROGRAMME	No. of PARTICIPANTS	DURATION (weeks)	FINANCED
C.	Projects to be financed and administered by donors in developed countries				
15.	United Kingdom Board of Trade London (April-July)	Training Course Trade Promotion (trade officials)	18 (10 Centre nominees)	12	UK Ministry of Overseas Development
16.	Government of Japan Tokyo (May-July)	Training Course Trade Promotion (senior officials)	15 (4 Centre nominees)	6	Government of Japan
17.	United Kingdom Board of Trade London (September-December)	Training Course Trade Promotion (trade officials)	18 (10 Centre nominees)	12	UK Ministry of Overseas Development
18.	Government of Finland Helsinki School of Economics (October-December)	Fellowships Trade Promotion	8	12	Government of Finland
19.	Italian Institute for Industrial Reconstruction (IRI) + ICE (October-May)	Training Course Export Banking (bank and trade officers of Latin America)	6	28	IRI
20.	Office de Coopération au Développment (OCD) Antwerp (October-December)	Training Course Export Promotion (French-speaking Africans)	20	12	OCD
D.	Projects financed by UNDP and administered by ITC				
21.	ITC Geneva (March-May)	Training Course Trade Promotion (Malaysian Trade Service)	20	12	UNDP
22.	ITC Geneva (April-June)	Training Course Trade Promotion (the Philippine Trade Service)	20	12	UNDP
E.	Projects financed partly by UNDP, partly by developed country				
23.	Irish Export Promotion Board	In-service training (Jamaican Export Council Officials)	6	12	UNDP fellowships - Irish provision of tuition
		TOTAL	351		

4. 1970-1971 Programme

The training programme for 1970 and 1971 will follow the same broad pattern as the 1969 programme. It may be necessary to provide for a larger number of courses specifically for individual countries, inter alia Pakistan, Ethiopia, Venezuela, and also for courses in which part of the formal instruction is given in the requesting country. Here again, it must be pointed out that the demand for such courses is likely to expand as the concept of package assistance is implemented.

For 1970, application has been made to the UNDP for the financing of four regional training courses, one each for Asia and Latin America and two for Africa (one in English and the other in French).

DESCRIPTION OF TYPES OF PROJECTS

A. Seminars

1. Seminars for senior officials with responsibility in the planning and implementation of national trade promotion programmes. These seminars are designed to:

   - influence attitudes and improve machinery for the formulation and implementation of export promotion plans;

   - encourage the application of suitable organizational and management methods in trade promotion;

   - discuss effective trade promotion policies and techniques applicable at government level.

2. Seminars for officials from developing countries based in Europe who have responsibilities for trade promotion on behalf of their countries. These programmes are designed to:

   - instruct officials in the techniques in specific trade promotion activities;

   - acquaint officials with recent developments in the trade promotion field;

   - improve the functioning of overseas trade offices of developing countries.

B. Training courses

The training of nationals of developing countries in trade promotion is a basic element in the development of successful export promotion programmes. In many countries the formulation and implementation of national programmes is restricted by the lack of suitably qualified personnel.

The training courses in trade promotion are designed to improve the administration and operational management of trade service activities and also to provide training in trade and promotional techniques of immediate relevance to participants' needs. Programmes are prepared specifically for:

(a) Officials from developing countries trade services who have responsibilities for planning and implementing trade promotion programmes for their country.

(b) Officials from developing countries who have executive responsibility for the expansion of their country's foreign trade.

Programmes include formal instruction and related practical project work - including detailed market research - in trade promotion policy; the organization and administration of trade service programmes; export marketing research, trade promotion activities and ancillary activities associated with the marketing of products abroad.

BUDGETARY REQUIREMENTS (Training Programme)

	1969 revised estimates US$	1970 estimates US$	1971 planning estimates US$
Established posts, including common staff costs and travel on home leave	39,800	69,100	88,700
Temporary staff, including consultants and temporary assistance	1,000	4,000	4,000
Travel of staff	-	3,000	3,000
Printing	-	-	-
Other expenses	-	-	-
Total	40,800	76,100	95,700

STAFFING PROVISIONS (Training Programme)

	CATEGORY AND LEVEL							
	Professionals and above							General Service
	D.2	D.1	P.5	P.4	P.3	P.2/1	Total	
1969 Budget	-	-	-	1	1	1	3	2
1970 Request	-	-	1	1	1	1	4	2
1971 Projection	-	-	1	1	1	1	4	3

Trade Promotion Advisory Service

DEFINITION OF PROGRAMME, BASIC AIMS AND OBJECTIVES

The Trade Promotion Advisory Service provides advisers and experts to developing countries for the establishment or improvement of export promotion programmes, institutions and services in response to requests from developing countries. This Service includes assistance in dealing with questions relating to national export promotion bodies and infra-structural export promotion services as well as with the specific problems relating to export marketing of products.

The Centre has a nucleus of Trade Promotion Advisers with wide experience in the export promotion field generally and with specialized knowledge in national export promotion services at the government and semi-government levels. Their functions are as follows:

(a) to process requests from developing countries with a view to defining precisely the needs of the requesting country;

(b) to carry out fact-finding missions in developing countries requesting assistance;

(c) to assist in the recruitment of experts;

(d) to organize and supervise the briefing and de-briefing of experts sent on missions; maintain contact with experts while on mission, follow their periodic reports, and provide them with advice and assistance as required;

(e) in connexion with country or regional projects, to maintain liaison with the ministries concerned with a project, the UNDP Resident Representatives' other agencies participating in the United Nations Export Promotion Programme for which a project is of interest, including the United Nations Regional Economic Commissions.

Fact-finding missions and other missions in response to requests made by countries for short-term assistance (3-6 months) are undertaken by the Centre's own staff, or by experts seconded to the Centre by the Centre's National Liaison Agencies in the developed countries, or by specialists recruited by the Centre itself. Some of these missions are entirely paid from voluntary contributions by developed countries. In cases where assistance over a longer period is required by a developing country, the country is advised to present a request to the UNDP for the financing of the project after the processing of the request has been completed. In all cases, however, the Centre is responsible for the necessary preparatory work prior to the despatch of missions, for the briefing of experts, for providing support to them during their assignment, and for follow-up action as required.

In the course of its work for the developing countries over the past four years, the Centre's attention has been constantly drawn to two basic difficulties in regard to the provision of assistance in the field of export promotion:

(a) Firstly, unlike in other fields, for example health or rural development, many developing countries normally do not have a central focal point in the administration that has overall responsibilities for the planning and implementation of export promotion programmes. A number of ministries, departments, and quasi-government bodies have unco-ordinated responsibilities for a variety of matters that have a direct bearing on national export promotion efforts.

(b) Secondly, success in export promotion requires complimentary action at certain crucial points in the long chain of production to export marketing (these points differ from country to country) some of them being in the private sector while others come within the public sector.

Individual experts in the export promotion field sent to countries in response to ad hoc requests often find themselves overwhelmed by the multiplicity of agencies and the complexity of the related problems that they have to deal with. In order to be effective, therefore, assistance in this field has to be carefully planned and provided for within the framework of an overall plan, which, of necessity, must be long-term in character and involve a number of experts in related fields. The examination and processing of requests and the establishment of priorities is, therefore, perhaps more important and vital to the successful operation of export promotion projects than for projects in certain other fields. Furthermore, as the work of experts initially provided for a project advances, there will be need for considering modifications to the initial plan of assistance, taking into account new factors to which attention is drawn by the experts. If the Trade Centre is to provide substantive support for export promotion projects, whether financed from UNDP or other sources, it must be equipped to carry out these tasks in a substantially expanded programme of assistance.

It must be noted in this connexion that organized international assistance in export promotion is of recent origin. Consequently, only a very small part of UNDP resources is now directed to assistance in this field - a field which should claim high priority in the future in UNDP programmes since it is directly concerned with improving the ability of the developing countries to increase their foreign exchange earnings. Furthermore, assistance financed by the UNDP in this field has been dispersed in the absence of a central substantive agency. There is considerable scope, therefore, for a substantial increase in the allocation of UNDP resources for meeting requests for assistance in export promotion on the basis of well-defined and co-ordinated country projects, which in some cases would have to be Special Fund type projects.

When the Advisory Group of Experts recommended the concept of "package assistance" to developing countries in the field of export promotion they had in mind these considerations. In order to give effect to this, the staff of the Trade Promotion Advisory Service will have to be strengthened considerably in 1970.

WORK PROGRAMME

1. Projects provided for in 1968-1969 work programme and completed in 1968

(a) Financed from the Trade Centre budget

Country	Nature of assistance	Number of experts	Duration (months)
Jamaica	Fact-finding mission to assess export promotion needs	1	1

(b) Financed partially from the Trade Centre budget, unilateral contributions or UNDP

Chad	Assistance in co-operation with FAO for improving Chad's marketing arrangements for the export of raw cotton. One expert from Centre	3	2
India	Textile marketing expert to assist in the export market survey on textiles and made-up garments conducted by the Economic and Scientific Research Foundation, New Delhi	1	3
Indonesia Malaysia Pakistan Philippines Singapore Thailand	Joint UNCTAD/GATT/ITC-UNIDO-ECAFE mission to identify the specific fields in which assistance should be given for the development of exports of manufactures and semi-manufactures. One expert from Centre	4	2
Tunisia	Fact-finding mission to assist the export promotion requirements. One expert from Centre and one from Centre National du Commerce Exterieur - Paris	2	1

Country	Nature of assistance	Number of experts	Duration (months)
(c) Financed entirely from unilateral contributions			
Colombia	Services of a packaging consultant (OAS)	1	2
Malaysia	Fact-finding mission to identify Malaysia's requirements for export promotion. Office Belge du Commerce Exterieur (OBCE)	1	1
(d) Financed by UNDP			
Laos	Marketing expert to advise the Commerce Division of the Ministry of Economy	1	6
Malta	Adviser to the Ministry of Trade, Industry and Agriculture on export marketing	1	2
Paraguay	Adviser on export promotion	1	4
Philippines	Services of a domestic and foreign trade adviser to the Department of Commerce and Industry to give assistance in market research, survey of domestic trade and study of marketing of products and export potential	1	12
Uruguay	Services of a trade promotion adviser to assist in the setting up and organizing of the Uruguayan Board for Co-ordinated Promotion of Non-Traditional Exports	1	4

2. Projects discontinued

Nil.

3. 1969 projects

1. Continuing projects

(a) Financed by UNDP

Country	Nature of assistance	Number of experts[1]	Duration (months)
CACM	Regional Adviser on Trade Promotion	1 (12)	12
Colombia	Adviser to the Ministry of Foreign Affairs to give expert assistance to the preparation of a national programme for trade expansion	1 (6)	8
Honduras	Foreign trade expert to the National Economic Council to advise on all aspects of export promotion	1 (12)	12
Iran	Adviser on the organization of the Second Asian International Trade Fair	1 (12)	2
Mexico	Adviser to the National Centre for Information on Foreign Trade	1 (8)	5
Mauritania	Adviser on organizational and marketing aspects of export promotion	1 (12)	10
Mauritius	Adviser on customs tariffs and international trade	1 (12)	6
Indonesia	Export promotion adviser	1 (9)	12
India	(a) Adviser on the development of case studies in foreign trade	1 (5)	7
	(b) Adviser on overseas selling	1 (1)	6

[1] Figures in brackets 1968.

Country	Nature of assistance	Number of experts	Duration (months)
(b)	Financed from unilateral contributions		
Tanzania	(a) Trade promotion adviser	2 (4)	12
	(b) Marketing specialist to the Ministry of Commerce and Industry (SIDA)	2 (4)	12
Malaysia	Trade promotion adviser (Australian Government)	1	24
Ethiopia	Trade promotion adviser to make recommendations on the setting up of a Public Foreign Trade Organization (SIDA)	1	3
2.	New projects		
(a)	To be financed from the Trade Centre budget or unilateral contributions		
Venezuela	Fact-finding mission to define the training programme required from the Centre	1	1
CACM region	Training adviser to the Instituto Centro Americano de Administracion Publica in San José	1	3
Jamaica	Trade promotion adviser (Canadian Ext. Aid)	1	2
Chile	Survey on export potential and export promotion requirements	1	1
ECAFE region	Expert to examine the export promotion of land-locked countries of the region (Afghanistan, Nepal, Laos) (Switzerland)	1	2
Cuba	Rum and liquors marketing expert	1	6
Iraq	Fact-finding mission - Setting up of a new public Foreign Trade Organization	1	2
Syria	Fact-finding mission to define a technical assistance programme in export promotion for UNDP	1	1
Tunisia	Trade promotion adviser to set up a trade intelligence unit and to launch a programme of research in the marketing field	1	12

Country	Nature of assistance	Number of experts	Duration (months)
Pakistan	Packing expert to advise and lecture on external packing techniques effective for cargo conveyance and on the packaging methods for shelf, counter, display, etc.	1	2
Iran	Fact-finding mission to survey Iran's technical assistance requirements in the trade promotion field	1	1
Ceylon	Packaging expert to advise in the new packaging techniques (fruit, flowers, water plants, handicrafts)	1	2
Nepal	Fact-finding mission to recommend an integrated export promotion programme	1	1
ECA region	Assistance to the proposed Regional Trade Promotion Centre within ECA	1	1
Afghanistan	Adviser on export promotion (SIDA)	1	6
(b) To be financed by UNDP			
Algeria	Marketing expert for the organization of distribution channels	1	6
Argentina	Joint mission ITC-UNCTAD-UNIDO for the export promotion of manufactured goods (machine tools, agricultural machinery, leather and leather goods). Three experts (UNIDO) plus a co-ordinator (UNCTAD/GATT-ITC)	1	6

Country	Nature of assistance	Number of experts	Duration (months)
Cyprus	General trade promotion adviser	1	6
Iraq	General trade promotion adviser to reorganize the State Trade Agency	1	2
Mauritius	Expert on export marketing	1	12

In addition a number of other requests are in the preliminary stages of processing and evaluation.

In 1969 the Centre will be giving special attention to follow-up action on the report of the joint UNCTAD/GATT-ITC-UNIDO-ECAFE mission to Indonesia, Malaysia, Pakistan, Philippines, Singapore and Thailand. It is expected that the assistance to be provided to these countries will be continued into 1970. Some of this assistance (e.g. experts and advisers to be posted in the countries for long periods) would have to be financed through arrangements with the UNDP, while the Centre will provide from other resources market research support and arrange training facilities.

In estimating the budgetary requirements below, it has been assumed that the 1969 level of national secondments will be maintained through 1971.

3. 1970-1971 Programme

On the basis of current experience, the Trade Promotion Advisory Service should be able to carry out approximately twenty-five operational and/or fact-finding missions in each of these years (this figure includes consultants and experts who will be needed in connexion with the Market Information Service, both for market research and for joint product promotion activities) from its budgetary resources. In addition, it should be in a position to deal with a minimum of twenty projects financed by the UNDP, some of which are likely to be Special Fund projects.

BUDGETARY REQUIREMENTS (Trade Promotion Advisory Service)

	1969 revised estimates US$	1970 estimates US$	1971 planning estimates US$
Established posts, including common staff costs and travel on home leave	67,000	109,800	137,100
Temporary staff, including consultants and temporary assistance	11,000	16,500	17,000
Travel of staff	19,000	19,000	22,000
Printing	-	-	-
Other expenses	-	-	-
Total	97,000	145,300	176,100

STAFFING PROVISIONS (Trade Promotion Advisory Service)

	CATEGORY AND LEVEL							
	Professionals and above							General Service
	D.2	D.1	P.5	P.4	P.3	P.2/1	Total	
1969 Budget	-	-	1	2	1	-	4	2
1970 Request	-	-	1	2	3	-	6	3
1971 Projection	-	-	1	3	3	-	7	4

B. SERVICES COMMON TO A NUMBER OF ACTIVITIES

Documentation Unit

DEFINITION OF PROGRAMME, BASIC AIMS AND OBJECTIVES

At the inception of the Centre the Documentation Unit was established as part of the Market Information Service, since this Unit served the market research staff of the Centre during the initial years when the Trade Centre's work programme was mainly geared to the provision of commercial information. In the course of later years, however, the Documentation Unit has become a focal point for all the sections of the Centre - in particular the research staff employed on the writing of technical handbooks and the staff of the Trade Promotion Advisory Service make extensive use of the Documentation Unit.

The present functions of the Documentation Unit are as follows: selection and acquisition of information material - books, periodicals, reports, etc.; registration, cataloguing, classification and filing of incoming material; circulation among Centre staff of about 650 periodicals of which 450 are scanned by the staff of the Documentation Unit to identify material relevant to work projects of the Centre; maintaining liaison with other libraries for exchanges; supplying material for the research needs of Centre staff of all the services of the Centre. Furthermore, commercial personnel from developing countries also use the Documentation Unit as a reference library.

On account of the support that the Unit provides to all sections of the Centre there has been a very marked increase both in the diversity and volume of the work it is called upon to handle. It is, therefore, considered essential that the Documentation Unit should be properly organized as a separate entity apart from the four technical services of the Centre which the Unit serves. During 1969 the Centre expects to obtain the services of a consultant to assist in the task of reorganizing the Documentation Unit, having in mind the growing demands that are likely to be made on its services by the other sections of the Centre. The recommendations of the consultant will be implemented in 1970.

BUDGETARY REQUIREMENTS (Documentation Unit)

	1969 revised estimates US$	1970 estimates US$	1971 planning estimates US$
Established posts, including common staff costs and travel on home leave	32,500	51,300	81,600
Temporary staff, including consultants and temporary assistance	1,000	2,500	3,000
Travel of staff	-	-	-
Printing	-	-	-
Other expenses	-	-	-
Total	33,500	53,800	84,600

STAFFING PROVISIONS (Documentation Unit)

	CATEGORY AND LEVEL							
	Professionals and above							General Service
	D.2	D.1	P.5	P.4	P.3	P.2/1	Total	
1969 Budget	-	-	-	-	-	1	1	5
1970 Request	-	-	-	1	-	1	2	5
1971 Projection	-	-	-	1	-	1	2	9

III. ADMINISTRATIVE AND COMMON SERVICES

Administrative and other Services

DESCRIPTION OF ACTIVITIES

The major responsibilities are to provide the following services to the Centre:

(a) preperation of budgets;

(b) administration of finances and personnel, within budget allotments and other financial provisions, and in accordance with the Financial Regulations and Rules of the United Nations;

(c) recruitment of staff;

(d) purchase of supplies, arrangement of official transportation and other internal services;

(e) translation, revision and typing;

(f) reproduction and distribution of documents.

BUDGETARY REQUIREMENTS (Administrative and other Services)

	1969 revised estimates US$	1970 estimates US$	1971 planning estimates US$
Established posts, including common staff costs and travel on home leave	152,000	203,100	216,500
Temporary staff, including consultants and temporary assistance	45,000	52,700	52,800
Travel of staff	-	-	-
Printing	-	-	-
Other expenses	59,900	92,600	95,100
Total	256,900	348,400	364,400

STAFFING PROVISIONS (Administrative and other Services)

	CATEGORY AND LEVEL							
	Professionals and above							General Service
	D.2	D.1	P.5	P.4	P.3	P.2/1	Total	
1969 Budget	-	-	-	1	5	-	6	13
1970 Request	-	-	-	1	5	-	6	16
1971 Projection	-	-	-	1	5	-	6	16

Appendix A

SUMMARY OF BUDGETARY REQUIREMENTS

	1969 revised estimates US$	1970 estimates US$	1971 planning estimates US$
I. EXECUTIVE DIRECTION AND MANAGEMENT			
Office of the Director	101,400	155,700	195,600
II. ACTIVITIES OF THE CENTRE			
A. MAIN FIELDS OF ACTIVITY			
Market Information Service	247,000	307,200	345,900
Publications Service	194,400	220,500	251,700
Training Programme	40,800	76,100	95,700
Trade Promotion Advisory Service	97,000	145,300	176,100
B. SERVICES COMMON TO A NUMBER OF ACTIVITIES			
Documentation Unit	33,500	53,800	84,600
III. ADMINISTRATIVE AND COMMON SERVICES			
Administrative and other Services	256,900	348,400	364,400
Total Gross Expenditure Budget	971,000	1,307,000	1,514,000
Deduct:			
Contribution towards the administrative and operational support services costs which are to be incurred in connexion with projects financed through voluntary contributions	1/	70,000	80,000
Total Net Expenditure Budget	971,000	1,237,000	1,434,000

1/ Receipts in 1969 will cover certain expenditure not budgeted for in the 1969 expenditure budget.

Appendix B

SUMMARY OF INCREASES IN THE 1970 ESTIMATES OVER 1969

	US dollars	US dollars
A. Increases in prices and costs		
1. Staff costs (retardation factor from new posts established in 1969; salary scales adjustments; increase in common staff costs, regradings)	188,400	
2. Rent	26,000	
3. Other increases	18,500	232,900
B. Increase in programmes and activities		
1. Staff costs (10 new posts; consultants; temporary assistance)	100,600	
2. Other increases	2,500	103,100
Total Gross Increase		336,000
Deduct:		
Contribution towards the administrative and operational support services costs which are to be incurred in connexion with projects financed through voluntary contributions		70,000
Total Net Increase		266,000

Appendix C

SUMMARY OF STAFFING PROVISIONS

		P and above	General Service	Total
I. EXECUTIVE DIRECTION AND MANAGEMENT				
Office of the Director	1969 Budget	4	7	11
	1970 Request	4	8	12
	1971 Projection	5	9	14
II. ACTIVITIES OF THE CENTRE				
A. MAIN FIELDS OF ACTIVITY				
Market Information Service	1969 Budget	10	11	21
	1970 Request	12	9	21
	1971 Projection	13	11	24
Publications Service	1969 Budget	5	6	11
	1970 Request	6	6	12
	1971 Projection	8	6	14
Training Programme	1969 Budget	3	2	5
	1970 Request	4	2	6
	1971 Projection	4	3	7
Trade Promotion Advisory Service	1969 Budget	4	2	6
	1970 Request	6	3	9
	1971 Projection	7	4	11
B. SERVICES COMMON TO A NUMBER OF ACTIVITIES				
Documentation Unit	1969 Budget	1	5	6
	1970 Request	2	5	7
	1971 Projection	2	9	11
III. ADMINISTRATIVE AND COMMON SERVICES				
Administrative and other Services	1969 Budget	6	13	19
	1970 Request	6	16	22
	1971 Projection	6	16	22
Total	1969 Budget	33	46	79
	1970 Request	40	49	89*
	1971 Projection	45	58	103

*A number of supporting staff posts figuring on the 1970 establishment are considered to be of a temporary nature and will be filled on a year-to-year basis. Expenditure relating to these posts is largely met by the overhead cost element included in the voluntary contributions.